

Health Plus of Michigan

Type of User:	Health Plan	Contact:	Clifford A. Rowley Director, Member Service and Satisfaction
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Survey Instruments and Purpose

Survey Instruments	CAHPS Health Plan Survey
Version/Population	<ul style="list-style-type: none"> • Commercial – Adult • Medicaid • Medicare
Additions/Changes to Instruments	This sponsor adds custom questions to the survey for drill-down purposes.
Purpose of Project	<ul style="list-style-type: none"> • Meeting requirements for NCQA accreditation • Identifying member services needs • Improving quality

Survey Administration

Administered Since	
Administration Mode	Starting this year, each health plan is administering the CAHPS survey independently; however, each plan is still administering the survey according to NCQA protocol (mail with telephone follow-up).

Uses of Survey Results

Reporting	The plan does no public reporting, but submits data for public reports produced by Michigan's Medicaid agency. Results are also shared with external audiences of providers and partners.
Quality Improvement	<p>Results are reported internally to the senior executive team and reviewed with several peer directors who identify issues and influences on the scores and devise a plan of action to deal with those issues.</p> <p>The plan conducts two major quality improvement projects and several others on a smaller scale.</p>
Marketing/Publicity	Health Plus of Michigan uses its commercial CAHPS ratings for promotional purposes. They have been using the ratings for a fall promotional campaign for the last five years and are proud to report their strong member satisfaction scores.

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